



D. De Veer & Son N.V. introduces a new line of high quality products to Aruban markets.

This past Tuesday, April 3, Cedric Tilma, representative in Belgium for Aruban importers De Veer & Son, announced the importation and distribution of a new line of high quality European products for public consumption that will be sold for much lower prices than equivalent products now on the shelves.

Harnessing the enormous buying power of the Belgium company Coopernic, which distributes generic products to 190 supermarkets throughout Europe packaged as the supermarket's brand, that have been bringing in to Aruba variety of good already being sold at all the markets. Particularly well known, the brand name Colruyt can be found on many canned and jarred vegetables amongst other products.

Additionally to be found sold for less are vitamin juice drinks, bottled water, corned beef, dog food, UHT packaged milk and other necessities.

Mr. Tilma explained that Coopernic buys huge quantities from the same sources as the better-known brands, which are distributed to various European supermarket chains such as E. LeClerc, Conad, Coop and Rewe. Just as in the U.S., their generic brand provides the same quality, but without the higher price that heavy advertising adds on, which will benefit all. He stated that after import costs and duties, shoppers could expect to pay ten to twenty percent less for the items imported from Belgium by D. De Veer & Son N.V.